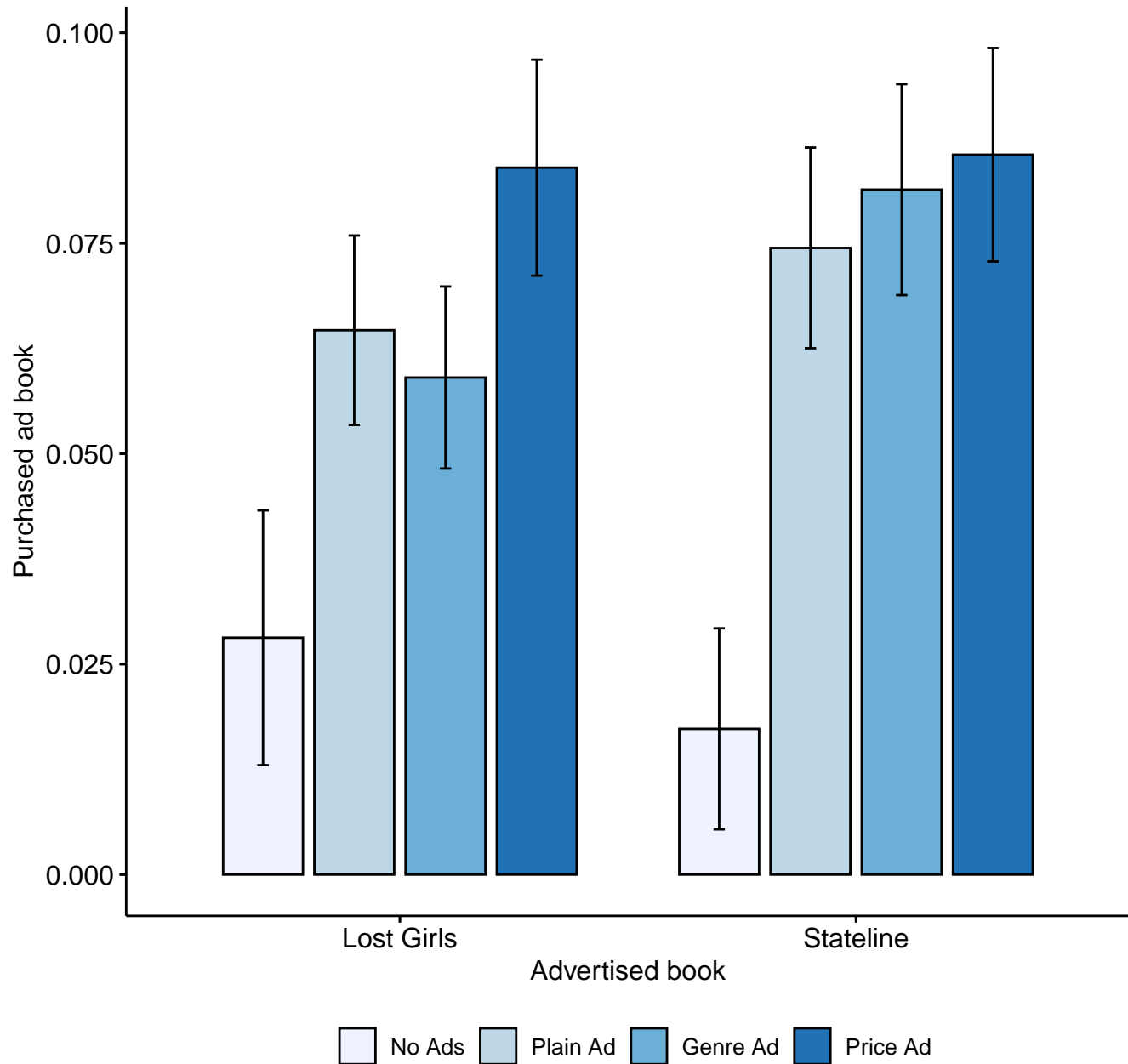
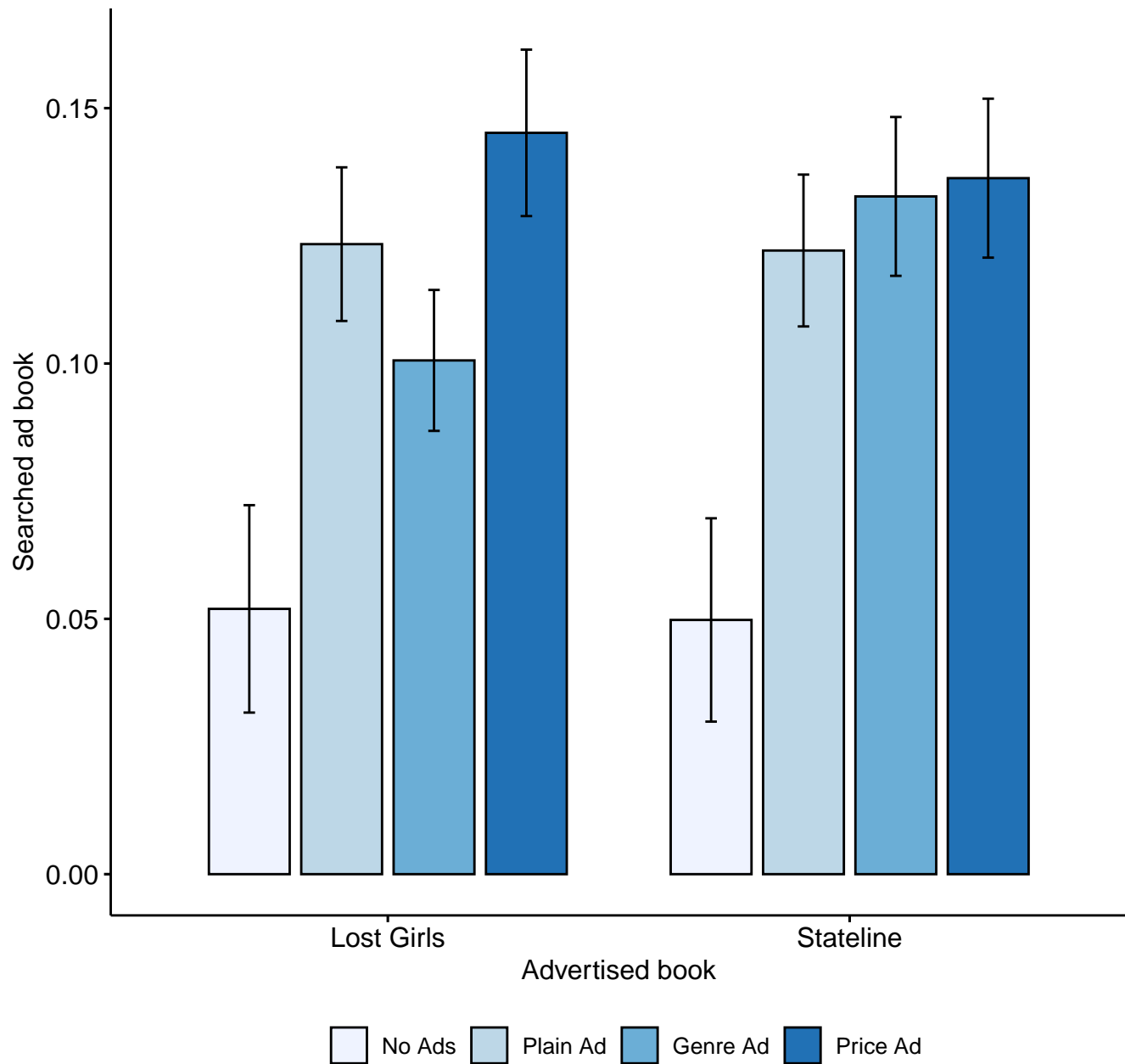


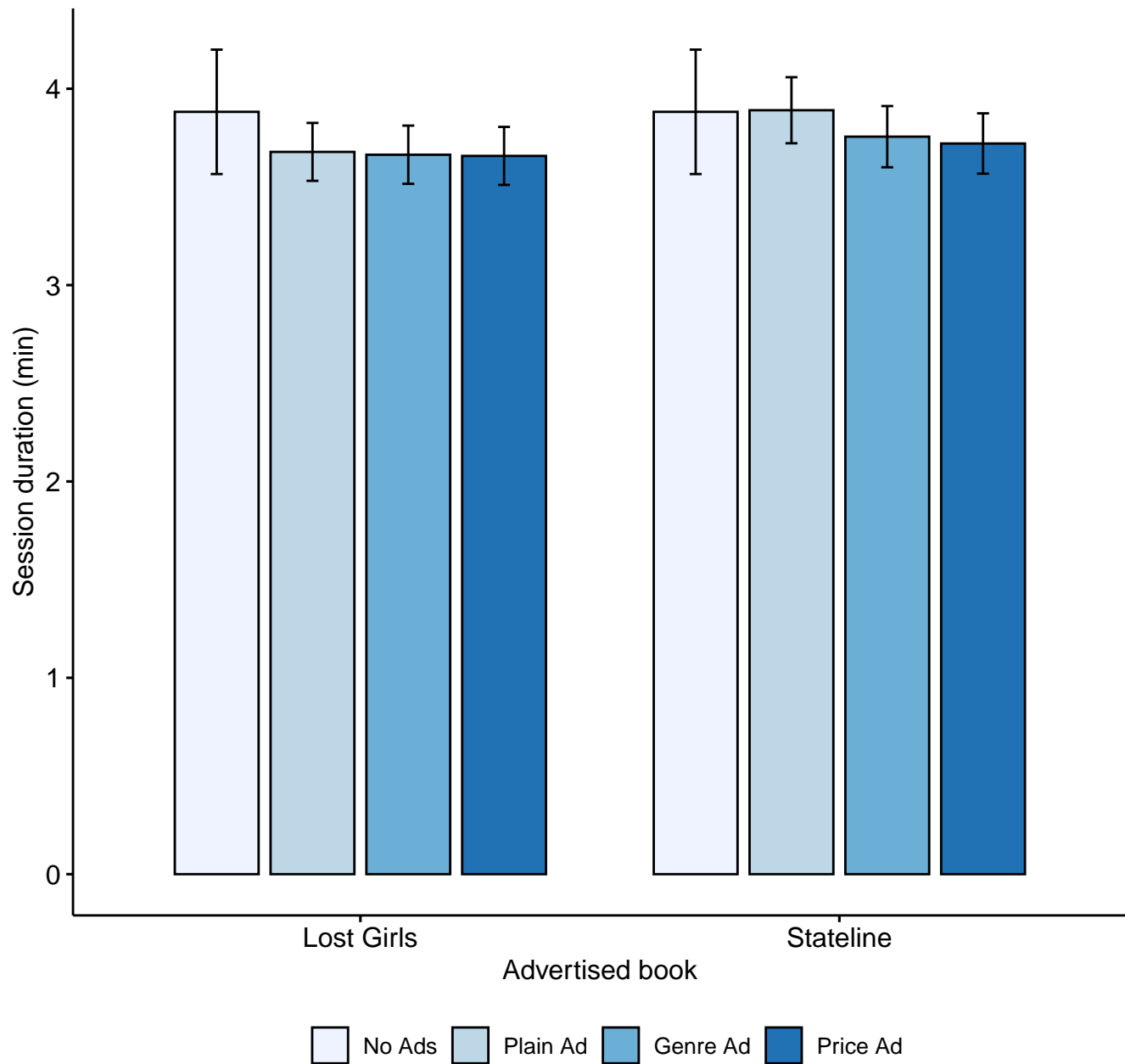
Purchase rate of the advertised book



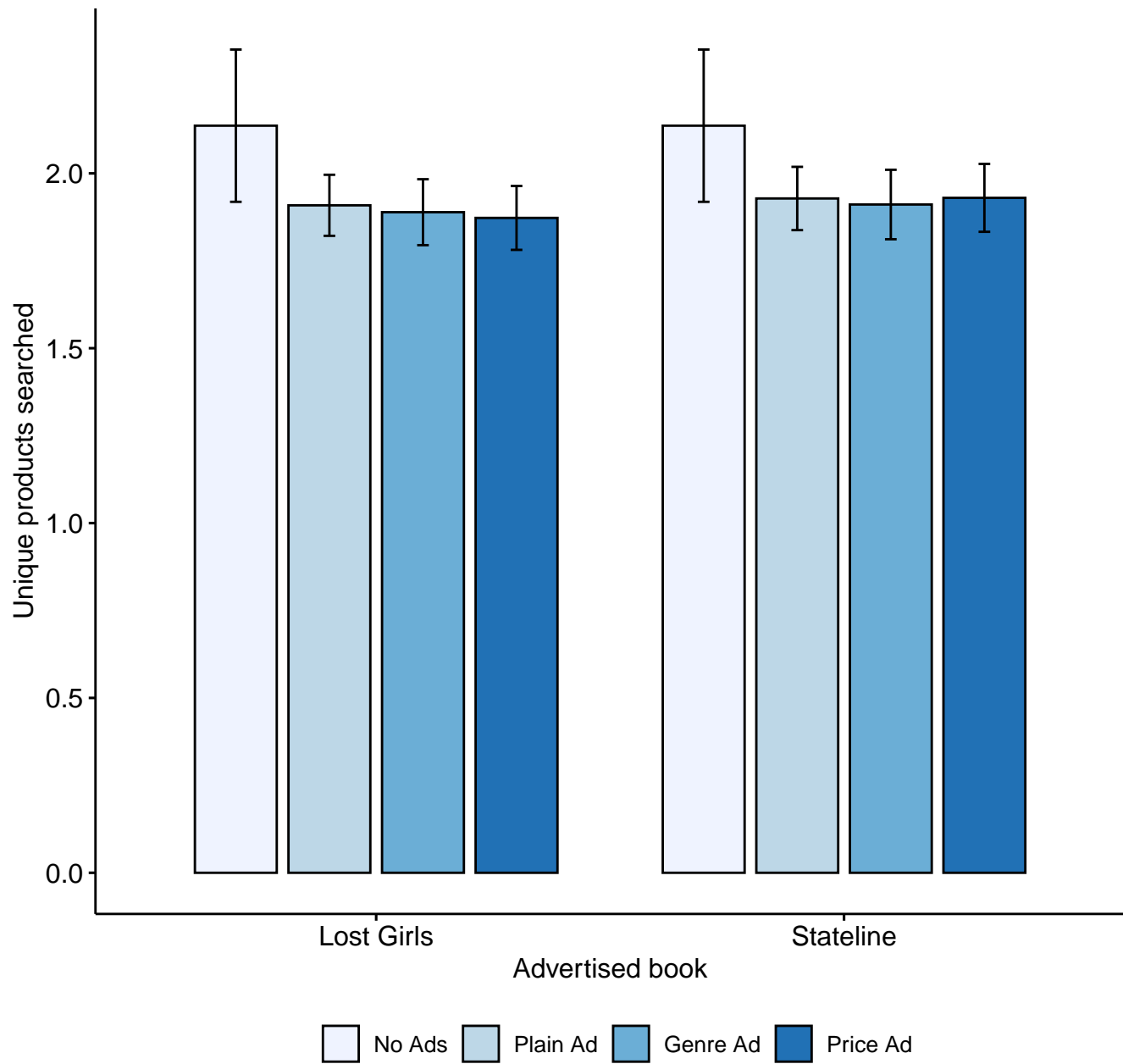
Search rate of the advertised book



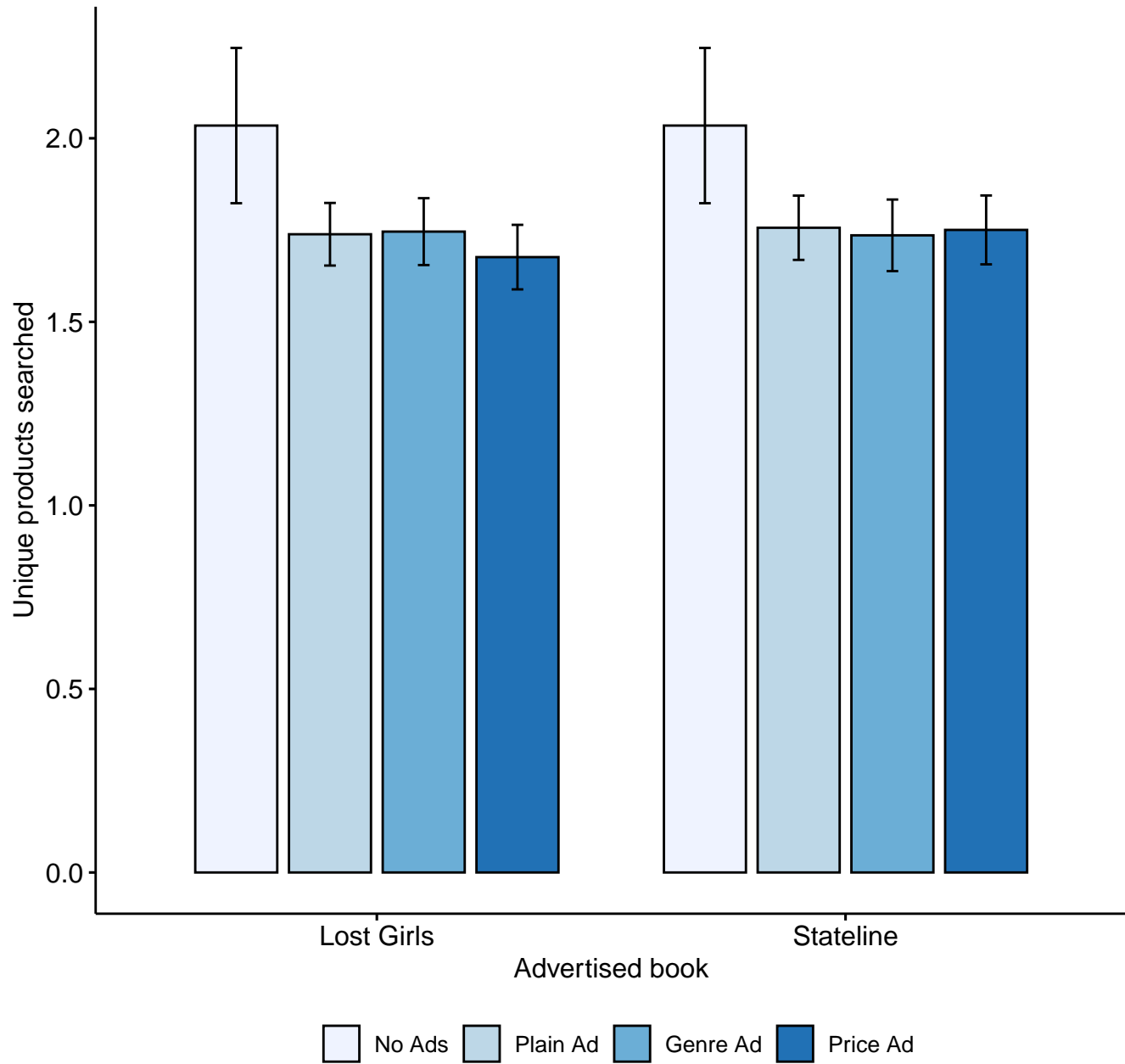
Session duration in minutes



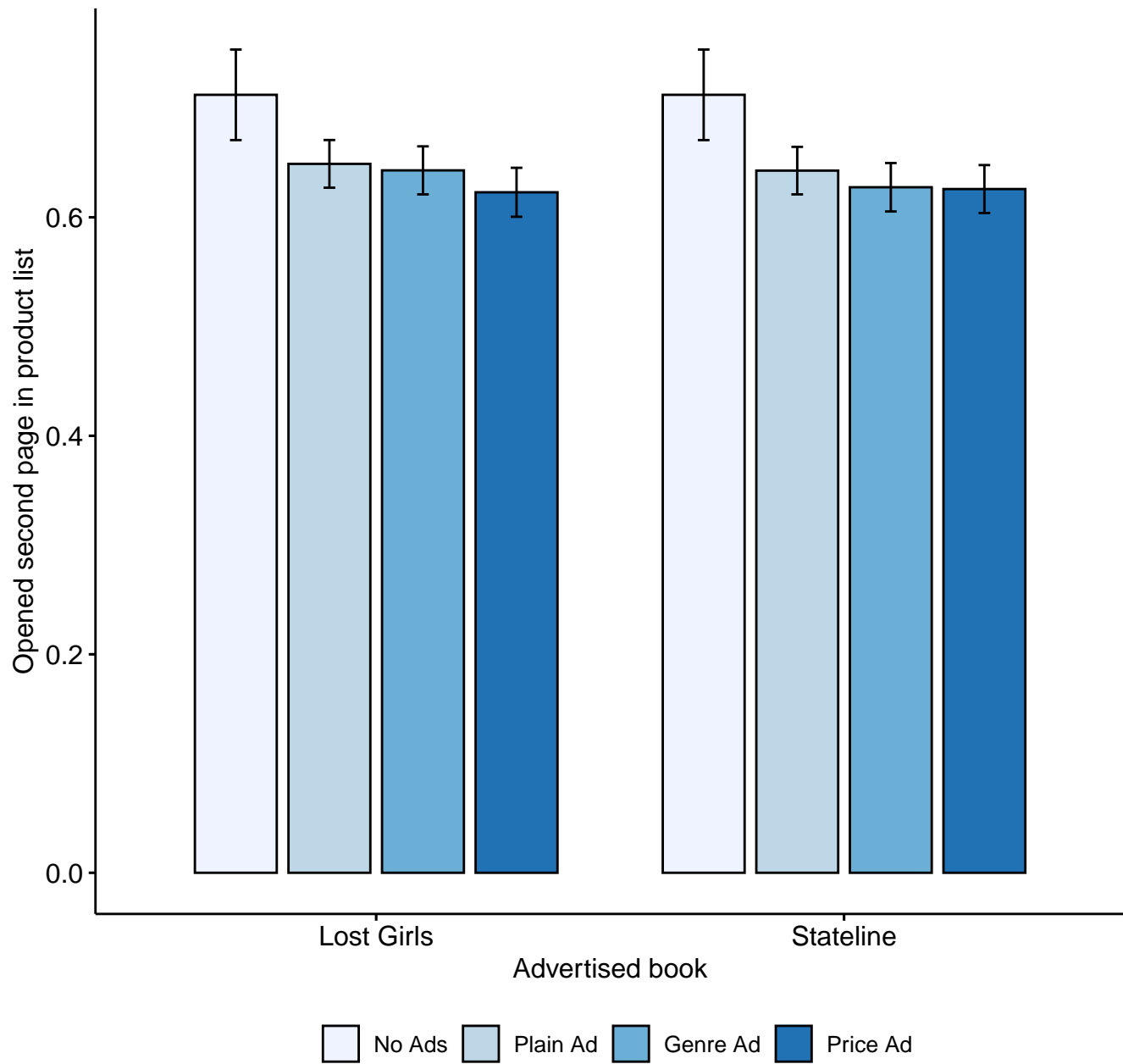
Num. products searched (all)



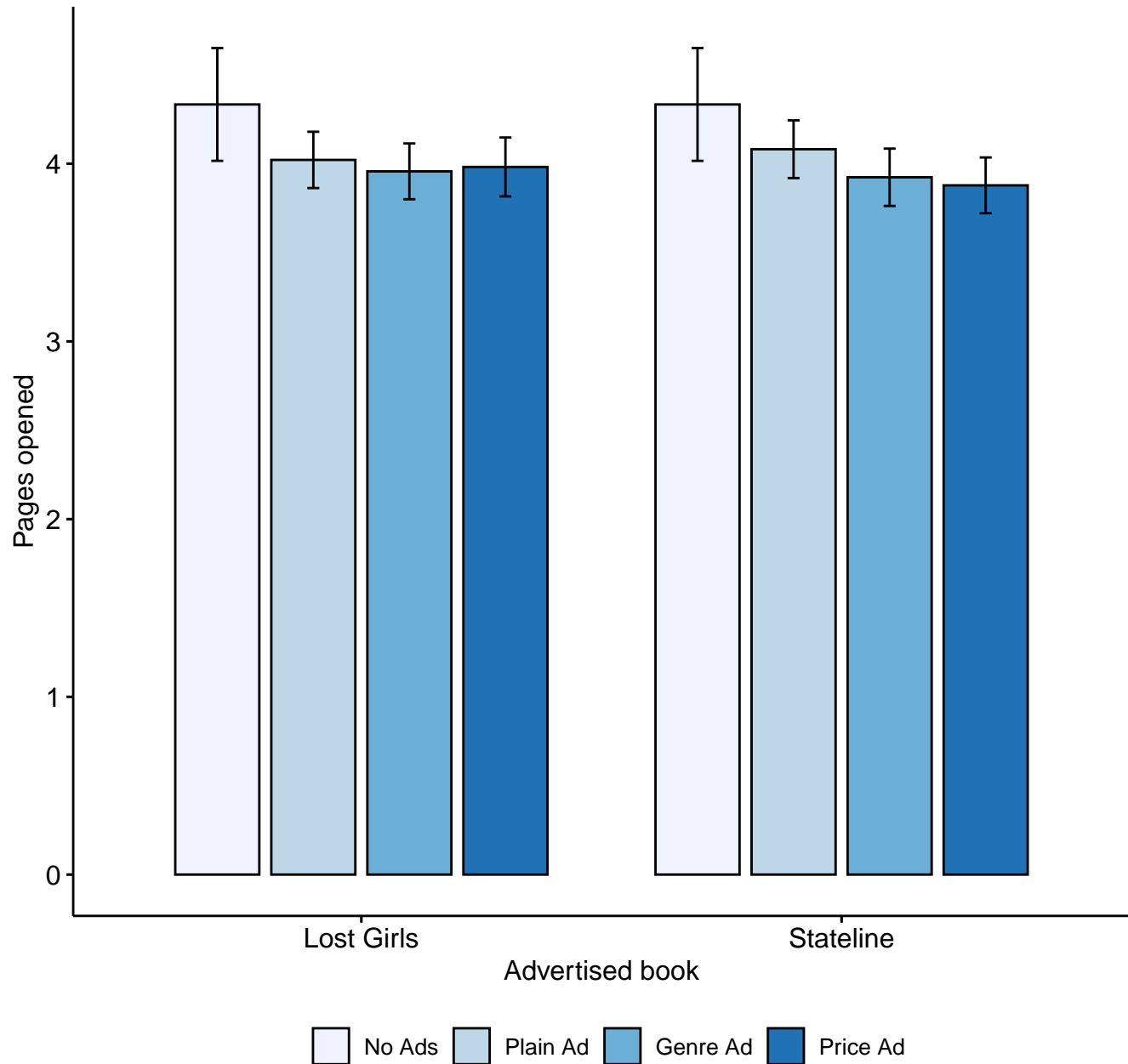
# Num. products searched (non-advertised)



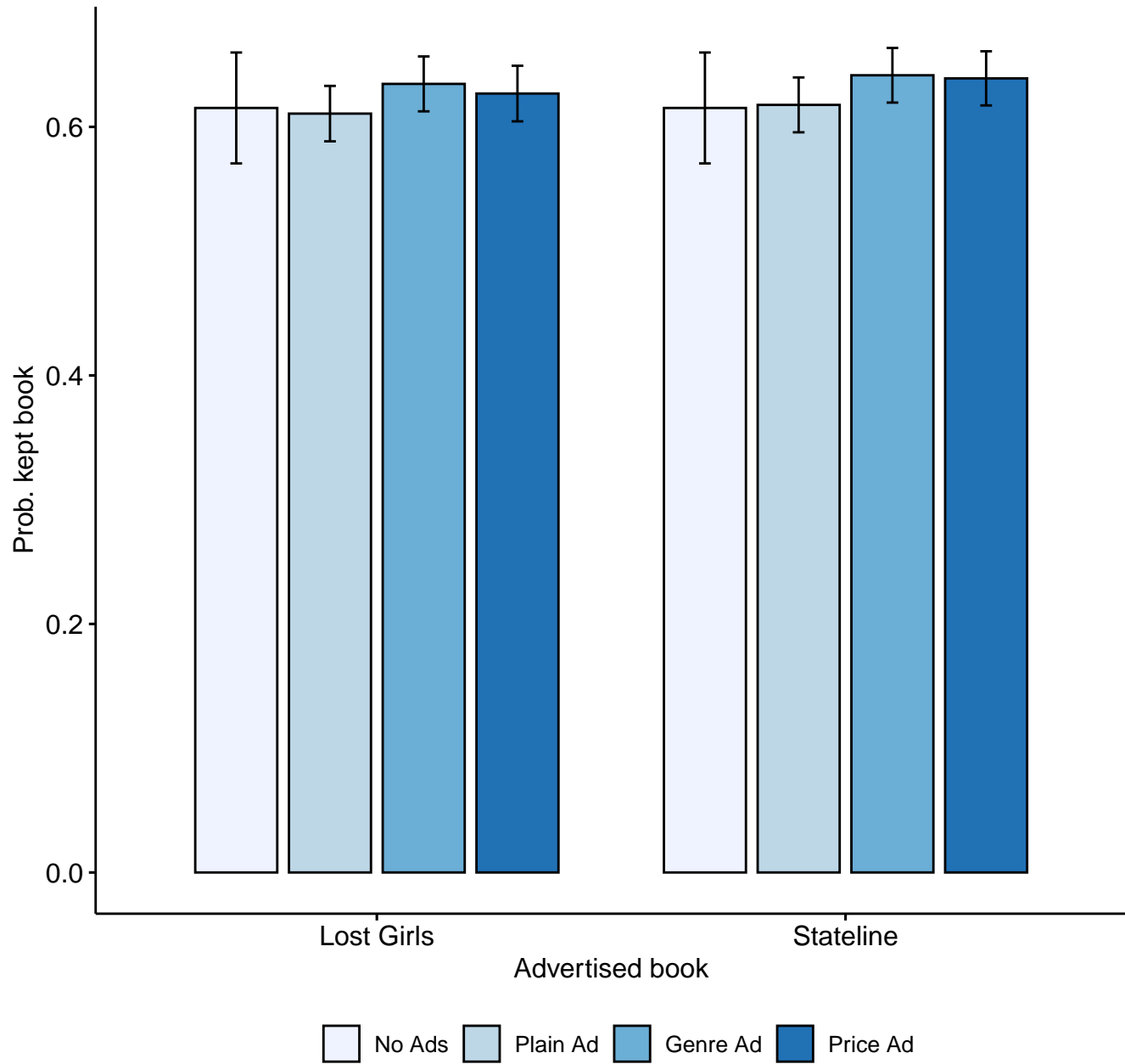
Prob. opened second page



## Opened product list pages



## Kept book after study





Genre rank of purchased book

